

# IDAHO Adventure Guide

## Grid Space™ Packages: *Small Business*

Advertisers in the Idaho Adventure Guide will have the opportunity to purchase a Grid Space™ within the iPad tablet app and the smartphone apps. A Grid Space is a fully functional app within an app, meaning that the advertisers app will be accessed through the Idaho Travel Guide apps. For most packages, there will also be the added standalone value of a QR Code that will lead to a mobile version of the app that can be used for promoting the business or service without the end user being required to download the Travel Guide App.

The purpose of the Grid Spaces are to engage the end user with valuable information and a call to action. For this reason, we have created the following packages for your review and consideration.

**Widgets currently under development** – will be added to your package once available

- *Share the Moment*
- *Share Itinerary*
- *Idaho Gem Rewards Game* (COMING 2013)



### OUTFITTER/GUIDE GRID SPACE

#### PACKAGE A - \$1,950 YEAR

- Standard graphic design
- Contact information
- Location Map & Business Hours if applicable
- Services Offered
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Pricing
- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning - Add to Affinity List or calendar
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

#### PACKAGE B - \$2,950 YEAR

- Includes everything in package A plus the following:
- Booking Network Integration - Enable reservations for supported reservation networks (with supporting API)
- Participation in the Idaho Gem Rewards Game - Earn Idaho Gem points for Previewing and Answering Trivia questions
- Premium placement and exposure in the tablet and smart-phone apps

### RV PARK, CAMPGROUND AND B&B OPERATORS GRID SPACE

#### PACKAGE A - \$1,950 YEAR

- Basic description summary and contact information
- Location Map & Business Hours
- Basic Features, Amenities & Fees
- Campground Full Alert
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Current Weather Conditions
- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning - Add to Affinity List or calendar
- Special Events Calendar – Google calendar or other iCal feed, add to calendar
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

#### PACKAGE B - \$2,950 YEAR

- Includes everything in package A plus the following:
- Make or Request a Reservation - Enable reservations for supported reservation networks (with supporting API)
- Participation in the Idaho Gem Rewards Game - Earn Idaho Gem points for Previewing and Answering Trivia questions
- Premium placement and exposure in the tablet and smart-phone apps

For more information please contact:  
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